

Technology Introduction as a Marketing Problem

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**Micro Enterprise Workshop:
Intro of Technology to Indigenous Peoples
Village Power 2000**

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GOAL

- Reframe familiar “Village Power” problems using marketing terminology
- Suggest applications of marketing science in Village Power context
- Encourage disciplined approach to market development.

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Outline

- Experience with introduction of “lighting” systems
- Responding to needs (basic premise of marketing)
- Understanding culture: perceptions and values (market research tools)
- Advancing “state of the art”

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“Lighting” systems

- **Value of light** (DR & Honduras: \$1-\$4/mo residential; higher for commercial)
 - Quality of life
 - Productivity
 - Health
 - Literacy
- **Enersol (an NGO) & Soluz (a commercial firm): Lighting “plus...”**
 - radio and television reception, telephony, etc.
 - water pumping, educational equipment, clinic electrification

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Responding to needs

- “Tech. Push” vs. “demand pull” (selling vs. marketing)

To *Sell*

- to exchange a product for cash
- to convince someone to buy (regardless of need)

To *Market*

- to develop and offer things that fulfil people’s needs
- to listen to people and respond with something of value

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Why not “market” Village Power?

- Marketing science is fabulously successful...
- ...yet “renewables” marketing budgets are small.
 - We don’t take rural markets seriously
 - We’re infatuated with “the technology”
 - We generally don’t understand marketing principles
 - We have not received adequate value from prior market research

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Understanding culture: perceptions and values

- What's important? (What are the salient product attributes?)
- What do people basically yearn for? (perceptual mapping)
- How do people decide between competing values?
(conjoint analysis)
- How do these vary from person to person? (segmentation)
- What can we offer, and in what way, so that everyone's
better off after the exchange? (marketing strategy)

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Advancing “state of the art”

- Learning
- Application
 - G.T. Consulting, Solar Development Foundation, ...
- Customization
- Sharing results

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